



MUNICIPAL SERVICES CENTER

6703 Sullivan Road ♦ Central, Louisiana 70739 ♦ p: 225-262-5000 ♦ f: 225-262-5001

November 14, 2014

MEMORANDUM

TO: Zoning Commission

FROM: Woodrow Muhammad, Planning and Zoning Director

SUBJECT: **Revisions to the Sign Ordinance**

SIGN ORDINANCE SUBCOMMITTEE MEMBERS: Councilwoman Dr. Kim Fralick
Ron Erickson
Charles Hebert
Keith Kepper
Liz Kirkindoll
Dr. Jeff Myers
Kevin Williams

1. Proposed Ordinance to Amend Comprehensive Zoning Ordinance To amend and reenact Ordinance 2008-18 related to the Sign Ordinance Sections 7:16.2 (Definitions); 7.16.3(1); and adding Section 7.16.3(9) Electronic Message Centers. (Councilwoman Kim Fralick)
2. **Subcommittee Action:** Ron Erickson made a motion to approve, seconded by Keith Kepper. Vote: 5 yays (Dr. Kim Fralick, Ron Erickson, Charles Hebert, Keith Kepper, and Liz Kirkindoll), 0 nays, and 2 absent (Dr. Jeff Myers and Kevin Williams).
3. Scheduled for Zoning Commission on **November 20, 2014.**

1 BY COUNCIL MEMBER FRALICK

2
3 CITY OF CENTRAL

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5 ORDINANCE NO. 2014-__

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7 TO AMEND AND REENACT TITLE 7, CHAPTER 16, SECTIONS 7:16.2
8 AND 7:16.3 OF THE CODE OF ORDINANCES OF THE CITY OF
9 CENTRAL RELATIVE TO SIGN REGULATIONS AND TO PROVIDE
10 FOR ALL RELATED MATTERS.

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12
13 BE IT ORDAINED by the Council of the City of Central, State of Louisiana as follows:

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16 **Section 1:** Section 7:16.2 (Definitions) is hereby amended as follows to add the following
17 definitions:

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19 Animation: the usage of multiple frames on an EMC moving at a fast enough speed that a
20 reasonable human eye perceives the content to be in continuous movement.

21 EMC (Electronic Message Centers): A sign that is capable of displaying words, symbols,
22 figures, or images that can be electronically changed by remote or automatic means and
23 that advertises a business operating on the property where the sign is located or goods
24 and services available thereon.

25 Flashing: an intermittent or flashing light source where the identical EMC message is
26 constantly repeated at fast intervals.

27 Lot: a parcel or tract of land

28
29 **Section 2:** Section 7:16.2 (Definitions) is hereby amended to amend the following
30 definitions:

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32 Ground Sign: A sign placed at or near ground level ~~which is not permanently mounted~~
33 with openings no greater than three (3) feet in height, measured from the ground level to
34 the bottom of the sign face.

35 Pole Sign: A sign erected on a free-standing frame, mast, or pole and not attached to a
36 building, with poles no greater than three (3) feet in height.

1 **Section 3:** Section 7:16.3 (1) is hereby amended to read as follows:

2
3 (1) *Single Business Location (one building/one tenant)*

4 a. Monument, pole, or ground ~~mounted~~ signs are allowed provided they conform to the
5 following rules and regulations:

6 1. One ~~illuminated~~ sign, which may be illuminated, is allowed on each street upon
7 which the building fronts.

8 2. Maximum sign height allowed is eight (8) feet. Maximum sign width, including
9 supports, shall not exceed twelve (12) feet. Maximum ~~sign face~~ face of sign is 40
10 50 square feet, not to exceed ~~ten~~ 12 feet in width. A changeable copy sign (manual
11 or automatic) or EMC may be incorporated within this sign area, but may not exceed
12 ~~30 percent~~ thirty-two (32) square feet of the maximum ~~sign area~~ face of sign.

13 3. All signs shall be at least five (5) feet behind the public right-of-way, and may
14 not be located within a dedicated servitude unless a letter of no objection is received
15 from any and all holders of the servitude, including but not limited to any utility
16 companies, and a Hold Harmless Agreement is recorded with the Clerk of Court for
17 East Baton Rouge Parish.

18 4) Each sign shall ~~advertise~~ include the name and address of the business. The sign
19 is not required to display the name of the business if the name of the business is
20 displayed on a permanent wall sign. Names and address numbers shall be a
21 minimum of four (4) inches in height and may be placed on the base or border of the
22 sign. The phone number of the business may be displayed as well.

23 5) The base of the sign shall be fully landscaped with planters and/or shrubbery in
24 all directions, not less than the dimensional width of the sign.

25 b. ~~One wall sign~~ Wall signage is allowed provided it conforms to the following rules
26 and regulations:

27 1) The total area of wall signage shall not exceed one and one-half (1 ½) square feet
28 of sign for every foot of front footage of the applicable building.

29 2) The maximum square footage of wall sign allotment shall not exceed one
30 hundred and fifty (150) square feet.

31 3) Where a single business fronts on more than one street, ~~one additional wall sign~~
32 signage will be allowed, and the allowable square footage for the wall ~~sign~~ signage
33 shall be computed separately for each street.

1 4) A wall sign shall not project beyond the ends or top of the wall to which it is
2 attached nor project away from such wall by more than eighteen (18) inches.

3 5) In the case of a projecting wall sign, an eight (8) foot minimum clearance from
4 the sidewalk or public way to the lowest extremity of the sign is required.

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7 **Section 4:** A new section 7:16.3 (9) is hereby added as follows:
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9 (9) EMC (Electronic Message Centers)
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11 a. Changeable copy by non-electronic means may be utilized on any size provided
12 the total area of the changeable copy portion does not exceed 32 sq. ft.

13 b. Only one (1) EMC sign is permitted on a lot. The copy displayed on the EMC
14 shall not change more than once every 8 seconds.

15 c. No single electronic message displayed on the EMC shall be repeated by flashing
16 or animation of characters.

17 d. All EMCs are required to have and utilize automatic dimming capabilities that
18 adjust the brightness to the ambient light at all times. All permitted EMCs shall be
19 equipped with a sensor or other device that automatically determines the ambient
20 illumination and be programmed to automatically dim according to the ambient light
21 conditions, and shall be adjusted to not exceed 0.3 foot candle measurements over
22 ambient light conditions.

23 e. The illuminance of an EMC shall be measured with an illuminance meter set to
24 measure foot candles accurate to at least two decimals. Illuminance shall be
25 measured with the EMC off and again with the EMC displaying a white image for a
26 full-color capable EMC, or a solid message for a single-color EMC. All
27 measurements shall be taken perpendicular to the face of the EMC at the distance
28 determined by the total square footage of the EMC as set forth in the accompanying
29 Sign Area Versus Measurement Distance Table. The difference between the off and
30 solid-message measurements using this EMC measurement criteria shall not exceed
31 0.3 foot candles.
32
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f. Sign Area Versus Measurement Distance Table:

Area of Sign (square feet)	Measurement: Distance (feet)
10	32
15	39
20	45
25	50
30	55
35	59

For signs with an area in square feet other than those specifically listed in the table, the measurement distance may be calculated with the following formula:

Measurement Distance = Square Root of (Area of sign square feet x 100)

Section 5: Conflicts. All ordinances or parts of ordinances in conflict with this Ordinance are hereby repealed.

Section 6: Severability. If any section, subsection, sentence, clause or provision of this Ordinance is declared by a court of competent jurisdiction to be invalid, such declaration of invalidity shall not affect the validity of the Ordinance as a whole, or parts thereof, other than the part declared invalid. The remainder of the Ordinance shall not be affected by the declaration of invalidity and shall remain in force and effect.

Section 7: Effective Date. This Ordinance shall be effective on the date of publication in the official journal.

Approved by the Zoning Commission on _____.

Introduced on _____.

This Ordinance having been submitted to a vote, the vote thereon was as follows:

For:

Against:

Absent:

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Adopted the ____ day of _____..

Signed the _____ day of _____.

Delivered to Mayor on the ____ day of _____:

Mark Miley, City Clerk

Approved:

I.M. "Jr" Shelton, Mayor

Received from Mayor on the _____ day of _____:

Mark Miley, City Clerk

Adopted ordinance published in The Advocate on the _____ day of _____..